UNITED STATES DEPARTMENT OF AGRICULTURE
Farm Service Agency
Washington, DC 20250

For: State and County Offices

FY 2014 Outreach Tracking Information System (OTIS) Changes and Enhancements

Approved by: Acting Deputy Administrator, Field Operations

1 Overview

A Background

OTIS is a web-based application that supports program outreach reporting requirements. The primary users of OTIS are Regional Outreach Coordinators (ROC's), State Outreach Coordinators (SOC's), County Office Outreach Coordinators (COOC's) and report users. All users are required to follow guidelines set forth in OTIS Training Manual Release 3.0 that is available on DAFO's training web page at **http://fsaintranet.sc.egov.usda.gov/fsatraining**. The type of information collected is aggregated into the OTIS database for a wide range of outreach reporting needs.

B Purpose

This notice informs employees:

- OTIS was upgraded to version 3.4.0.12 as of September 30, 2013
- about the upgrade, including newly added features and deletions from prior years.

C Contact

If there are questions about this notice:

- County Offices shall contact SOC
- State Offices shall contact State-assigned ROC.

Disposal Date	Distribution
January 1, 2014	State Offices; State Offices relay to County Offices

2   FY 2014 OTIS Features

A   FSA Roles and Program Selection

"Observe" was removed from FSA Roles and Programs.

Note: Beginning FY 2014, observing will **not** be**:**

- considered an acceptable outreach activity
- tracked in OTIS.

The following items were added to FSA Roles and Programs:

- "Know Your Farmer, Know Your Food"
- "StrikeForce Initiative".

B   Adding an Activity

All media related activities; that is "Print Media", "Broadcast Media", "Direct/Electronic Mail", and "Newsletters", have been labeled "**COC Election Only**" in the OTIS Activity Selection Menu.

This limits entering media-related activities to COC election-related activities **only**.

Important: SOC's will **not** approve media entries unless the activities are associated with the COC election publicity. With the exception of COC elections, OTIS will only track nonmedia-related outreach activities. This change will reduce the amount of data obtained in the OTIS database and reduce staff-time associated with recording media-related activities. **Employees shall continue to conduct media and communication activities according to Notice INFO-61 public information policy.**

No other media activities shall be entered as "Outreach Activities" in OTIS to reduce the amount of data retained in the OTIS database, and reduce the amount of staff-time associated with recording media-related activities.

C   User Profiles

The "Responsibility" field has been added to the User Profile Screen to identify if employee is the "Actual COOC" or "Backup COOC".

Each SED has certified 1 employee in each County Office as COOC for the county. That person should be the "designated COOC" in OTIS; however, other employees may be added using the "COOC Status" option.

Note: A checkbox has been added to the Profile Entry Screen that allows the user to disable the e-mail notifications that are auto-generated by OTIS

2   FY 2014 OTIS Features (Continued)

D   Service Center, Districts, and Locations

The following items were removed from OTIS:

- "in District" references associated with Service Centers, to allow flexibility when districts change and county responsibilities shift between Service Centers

    Note: Service Center counties may be selected to reflect a "District" activity.

- recently closed offices.

"State" and "County" were added as single selection items, to allow offices to identify their location as to where the activity actually took place.

E   Reports

The following changes were made in the "Reports" section:

- AdHoc reports, as follow:

    - "AdHoc" now allows the ability to report by State, Service Center, and county
    - State abbreviations are now listed in report selections.

- Partner Organizations and Contacts Report, as follow:

    - selections can be made by county or entire State
    - report option to show results of activities FSA conducted with partner organizations.

F   Entering Partner Organizations

The following change is required when selecting partner organizations for an activity:

- users must first search for partners associated with the selected State and Service Center

- if the partner organization name is **not** displayed, the user may add the new partner name that will automatically be submitted electronically to ROC for approval

    Note: This step eliminates massive duplication of the same Statewide partners being entered by each Service Center.

- ROC will review for duplications and approve/disapprove request accordingly.

    Note: If the partner organization request is rejected, an e-mail notification will be sent to the requester advising that the entry is a duplicate that is already in OTIS.

2   FY 2014 OTIS Features (Continued)

G   New COC Elections Plan

The "COC Election Outreach Plan", available in the OTIS Reports Menu, has been revised and now generates a complete outreach plan for each Service Center. Employees no longer need to print separate reports and put them together to make their COC Election Outreach Report. The revised plan includes:

- State name
- Service Center name
- activity date range
- goal ID, with short and long descriptions
- activities list
- partner organizations associated with activities.

To generate a COC Election Outreach Plan:

- from the OTIS "Reports" drop-down menu, select "**COC Elections Outreach Plan**"
- select the desired activity date range
- select the headquarters county for the desired Service Center
- CLICK "**Generate Report**".

A printed COC Election Plan contains the:

- outreach goal for COC elections
- planned activities
- partner organizations.

Note: These 3 items (see Exhibit 1 for examples) satisfy the requirements for the COC Election Outreach Plan **required** by 15-AO and Notice AO-1572. Plans may continue to be retained by each office electronically in a shared folder to save paper and storage space. The shared folders **must** be on a State/county shared drive that is easily accessible by anyone in the State or County Office, as needed.

Example of COC Election Outreach Plan in OTIS

COC Elections Outreach Plan

State: New Hampshire

Service Center: Cheshire

Activity Date: 1/1/2013 to 12/31/2013

Goal ID : 1

Short Description

Improve public participation and member diversity on FSA County Committees.

Long Description

Widely market COC Elections in order improve public participation and broaden member diversity on FSA County Committees nationwide. Planned COC election outreach activities must specifically promote COC elections outside of the Service Center/State Office. Outreach efforts must be directed to all producers, with special emphasis on SDA and beginning farmers and ranchers. Activities should focus on effective ways to encourage participation from these identified and under-represented groups.

Activities List

Activity #	Activity Name	Activity Type	Activity Date	Targeted Activity	Partner Organization	Number of Attendees	No. of Airings, Publications or Mailings	Direct/Electronic Mail Recipients
NH-2013-0031	March Newsletter - Cheshire/Sullivan County FSA	Newsletter	2/25/2013 12:00:00 AM	No				
NH-2013-0042	May Newsletter - Cheshire/Sullivan County	Newsletter	5/2/2013 12:00:00 AM	No				
NH-2013-0047	June Newsletter - Cheshire/Sullivan FSA	Newsletter	6/6/2013 12:00:00 AM	No				
NH-2013-0060	Walpole Office COC election mailing	Direct/Electronic Mail	7/10/2013 12:00:00 AM	Yes			4	Farm Related Business, Partner Organization
NH-2013-0061	Walpole COC election outreach (poster placement)	COC-Only Print Media	7/10/2013 12:00:00 AM	No			8	
NH-2013-0066	July Newsletter - Cheshire/Sullivan	Newsletter	7/17/2013 12:00:00 AM	No				
NH-2013-0075	September Newsletter - Cheshire/Sullivan FSA	Newsletter	9/3/2013 12:00:00 AM	No				
NH-2014-0001	October Newsletter - Cheshire/Sullivan	Newsletter	10/22/2013 12:00:00 AM	No				

Partner Organizations

Organization Name	Organization Type	Address	City	State	Zip Code	Phone	E-Mail	Tax ID
'Northeast Organic Farming Association ? NH	General	4 Park Street, Suite 208	Concord	NH	03301			
Abenaki Nation of New Hampshire	General	1001 Elm Street	Manchester	NH	03101-			
Ag in the Classroom	General	295 Sheep Davis Road	Concord	NH	03301-			
Alliance for the Progress of Hispanic Americans	General	PO Box 5040	Manchester	NH	03108-			
Alyson's Apple Orchard	General	PO Box 534	Walpole	NH	03608-			
Associated Women of New Hampshire Farm Bureau	General	295 Sheep Davis Road	Concord	NH	03301			
Black Student Union	General	UNH, Thompson Hall	Durham	NH	03824-			
Castle Center	General	PO Box 564	Keene	NH	03431-056			
CDFA	General	14 Dixon Ave., Suite 102	Concord	NH	03301-			
Cheshire Fair Association, Inc	General	PO Box 76	Keene	NH	03431-007			
Cultural Affairs	General	20 Park Street	Concord	NH	03301			
Department of Veterans Affairs	General	275 Chestnut Street	Manchester	NH	03101			
Division of Elderly and Adult Services	General	129 Pleasant St.	Concord	NH	03301			
Division of Historical Resources	General	19 Pillsbury Street	Concord	NH	03301-			
DRED-ORIB	General	PO Box 1856	Concord	NH	03301-185			
First Pioneer Farm Credit, ACA	General	2 Constitution Drive	Bedford	NH	03110			
Fleet Bank	General	1155 Elm Street, Mail Stop NHDE110	Manchester	NH	03101			
Governor's Commission on Disability	General	57 Regional Drive	Concord	NH	03301			